

			AUG S	0044						
rar			AUG S	2011					2012	
nth		JUL		SEP OCT	NOV	DEC	JAN	FEB	MAR	APR MAY JUN
ek	Markets	27 4 11 18 25	5 1 8 15 22 29	5 12 19 26 3 17	24 31 7 14 21	28 5 12 19	26 2 9 16 23	30 6 13 20	27 5 12 19	26 2 9 16 23 30 7 14 21 28 4 11
OS										
ui										
l size, audience	Primary - Chicago, Los Angeles									
8x90, 300x250, 160x600 (Spongell)	Secondary:			243,868	195,095	195,095	244,868	243,869	- 	
				243,000	195,095	195,095	244,000	243,009		
ffluent Baby Boomers, Empty Nesters	Long Haul - Minneapolis, New York City and Seattle			000.000	400 505	400 505	000 000	000 000		
28x90, 300x250, 160x600 (Spongecell)	Short Haul - Denver, San Francisco and San Diego			236,982	189,585	189,585	236,962	236,983		
INI CPM Network: Custom Audience Gen-x	International - France, Germany, UK, Canada, Japan Mexico									
28x90, 300x250, 160x600 (Spongecell)				221,875	177,500	177,500	221,875	221,874		
INI CPM Network: Travel/Weather Vertical										
28x90, 300x250, 160x600 (Spongecell)				793,958	635,166	635,166	793,958	793,000		
NI CPM Network: In Market Travel - SW retargeting										
20x53, 320x50, 300x50 (Mobile)				849,185	679,348	679,348	849,185	849,150		
obile Network: News/Weather										
28x90, 300x250, 160x600 (Spongecell)				310,559	248,447	248,477	310,559	310,550		
ime Axcess local: BT Travel/Vacation, Retargeting										
28x90, 300x250, 160x600 (Spongecell)				232,919	186,335	186,335	232,919	232,919		
ime Axcess local: BT Travel/Vacation, Retargeting										
lational Geographic Traveler										
A circulation: 32,450				FP4C + 12 Page Bookle	et		Page 4C			
Il circulation: 18,700				Includes Reader Service			Includes Reader Service			
pressions: 102,300		1					**			
		1		I						
<u>Orbitz</u>				ı						
28x90, 160x600		1		937,600	937,600	937,600				
estination Targeting: Top 10 Comp Set		1		301,000	307,000					
5x26		1		I			156,200	52,083	-	
ponsor Dest: Flight & Hotel		1		I			100,200	32,003		
28x90,300x250,300x600		1		50.000	50,000	50,000				
avel Interest Guide				50,000	50,000	30,000				
28x90,300x250,160x600		1		ĺ		250,000	250,000	250,000	250,000	
				ı		250,000	250,000	250,000	250,000	
rizona Search 28x90		1		I			66,678	66,669	66,669	
							00,078	66,669	66,669	
ome Page										
ustom							7,222	7,222	7,222	
enterspot: Home/Air Hotel					#0.000	#0.000				
eo-targeting				52,083	52,083	52,083				
enterspot: Home/Air Hotel										
alue Added										
8x90, 160x600, 300x250, 300x600			200	00,000 200,000	200,000	200,000	200,000	200,000	200,000	200,000 200,000 200,000
ost Media	Canada									
00x250										
ravel Channel										
300x250, 728x90										
RON										
· - ··										
Soiern	Secondary:									
rint Boarding Pass 300 x 250	Long Haul - Minneapolis, New York City and Seattle			91,667	91,667	91,667	91,667	91,667	91,667	
omestic and International	Short Haul - Denver, San Francisco and San Diego			31,007	31,007	91,007	31,007	31,007	31,007	
nline Boarding Pass 300 x 250	International - France, Germany, UK, Canada, Japan Mexico			158.333	158,333	158,333	158,333			
omestic and International	international - France, Germany, ON, Garlada, Japan Mexico			100,000	100,000				158 33/	
						100,000	150,555	158,333	158,334	
ehavior Targeting				700 000	700 000		·			
				708,333	708,333	708,333	708,333	158,333 708,333	158,334 708,333	
	T					708,333	708,333	708,333	708,333	
estination Arizona - Value Added	Travelers to Arizona			708,333 66,000	708,333 66,000		·			
estination Arizona - Value Added	Travelers to Arizona					708,333	708,333	708,333	708,333	
88 x 90 estination Arizona - Value Added 88 x 90	Travelers to Arizona					708,333	708,333	708,333	708,333	
astination Arīzona - Value Added 8 x 90						708,333	708,333	708,333	708,333	
astination Arizona - Value Added 8 x 90 ravel & Leisure	Primary - Chicago, Los Angeles			66,000	66,000	708,333 66,000	708,333 66,000	708,333 66,000	708,333 66,000	220.000
skinalion Arizona - Value Added 8 x 90 	Primary - Chicago, Los Angeles Secondary:					708,333	708,333	708,333	708,333	230,000
estination Arizona - Value Added 28 x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			66,000	230,000	708,333 66,000	708.333 66,000 230,000	708,333 66,000	708,333 66,000	230,000
astination Arizona - Value Added 18 x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS ponsored Newsletter: 728x90 or 300x250	Primary - Chicago, Los Angeles Secondary:			66,000	66,000	708,333 66,000	708,333 66,000	708,333 66,000	708,333 66,000	230,000
sishasion Arizona - Value Added 8 x 90 **avel & Leisure 28x99, 300x250, 300x600 eoTarget: ROS ponsored Newsletter: 728x90 or 300x250 ot Deals: Dates: 1019, 11/2, 1/9	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			66,000 230,000 130,000	230,000 130,000	708,333 66,000 230,000	708,333 66,000 230,000 130,000	708,333 66,000 230,000	708,333 66,000	230,000
setination Arizona - Value Added 8x x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS ponsored Newsletter: 728x90 or 300x250 of Deals: Dates: 10/19, 11/2, 1/9	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			66,000	230,000	708,333 66,000	708.333 66,000 230,000	708,333 66,000	708,333 66,000	230,000
estination Arizona - Value Added 28 x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS ponsored Newsletter: 728x90 or 300x250 ot Deals- Dates: 10/19, 11/2, 1/9 dded Value Text Links	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego			66,000 230,000 130,000	230,000 130,000	708,333 66,000 230,000	708,333 66,000 230,000 130,000	708,333 66,000 230,000	708,333 66,000	230,000
setination Arizona - Value Added 8 x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS ponsoved Newsletter: 728x90 or 300x250 ot Deals: Dates: 10/19, 11/2, 1/9 dded Value Text Links	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles			230,000 130,000 25,000	230,000 130,000 25,000	708,333 66,000 230,000 25,000	708,333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000	708,333 66,000 230,000	230,000
estination Arizona - Value Added 28 x 90 ravel & Leisure 28x90, 300x250, 300x600 ieoTarget: ROS ponsored Newsletter: 728x90 or 300x250 ot Deals- Dates: 10/19, 11/2, 1/9 dded Value Text Links ribal Fusion 28x90, 160x600, 300x250	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary:			66,000 230,000 130,000	230,000 130,000	708,333 66,000 230,000	708,333 66,000 230,000 130,000	708,333 66,000 230,000	708,333 66,000	230,000
setination Arizona - Value Added 8 x 90 ravel & Leisure 28x90, 300x250, 300x600 eo Target: ROS ponsored Newsletter: 728x90 or 300x250 ot Deals: Dates: 101/9, 11/2, 1/9 ddded Value Text Links ribal Eusion 28x90, 160x600, 300x250 T: Affluent Baby Boomers & empty Nesters	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230.000
setination Arizona - Value Added 8 x 90 ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS ponsoved Newsletter: 728x90 or 300x250 ot Dealis- Dates: 10/19, 11/2, 1/9 dded Value Text Links fibal Fusion 28x90, 160x600, 300x250 T: Affluent Baby Boomers & empty Nesters 28x90, 160x600, 300x250	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary:			230,000 130,000 25,000	230,000 130,000 25,000	708,333 66,000 230,000 25,000	708,333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000	708,333 66,000 230,000	230,000
setination Arizona - Value Added 8 x 90 ravel & Leisure 28x90, 300x250, 300x600 eo Target: ROS ponsored Newsletter: 728x90 or 300x250 ot Deals: Dates: 101/9, 11/2, 1/9 ddded Value Text Links ribal Eusion 28x90, 160x600, 300x250 T: Affluent Baby Boomers & empty Nesters	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
sitination Arizona - Value Added 8 x 90 **ravel & Leisure 28x90, 300x250, 300x600 eoTarget: ROS onnsored Newsletter: 728x90 or 300x250 to beals: Dates: 10/19, 11/2, 1/9 dded Value Text Links **ibal Fusion 28x90, 160x600, 300x250 T. Affluent Baby Boomers & empty Nesters 28x90, 160x600, 300x250	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
avel & Leisure 28x90, 300x250, 300x600 28 a	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
avel & Leisure 28x90, 300x250, 300x600 28 a	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
stination Arizona - Value Added a x 90 avel & Leisure 8x90, 300x250, 300x600 eo Target: ROS consored Newsletter: 728x90 or 300x250 to Deals: Dates: 1019, 11/2, 1/9 fided Value Text Links ibal Fusion 8x90, 160x600, 300x250 r: Affluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mm Target: A-30+, Travel Enth ip Advisor	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
stination Arizona - Value Added a x 90 avel & Leisure 8x90, 300x250, 300x600 eo Target: ROS consored Newsletter: 728x90 or 300x250 to Deals: Dates: 1019, 11/2, 1/9 fided Value Text Links ibal Fusion 8x90, 160x600, 300x250 r: Affluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mm Target: A-30+, Travel Enth ip Advisor	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230,000
stination Arizona - Value Added x s 90 avel & Leisure 8x90, 300x250, 300x600 to Target: ROS onsored Newsletter: 728x90 or 300x250 to Leais- Dates: 10/19, 11/2, 1/9 fded Value Text Links tbal Fusion 8x90, 160x600, 300x250 : Affluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 imo Target: A-30+, Travel Enth ip Advisor 0 x 250, 160 x600, - Unlimited Impressions	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary:			230,000 130,000 25,000 564,759	230,000 130,000 25,000 564,759	708.333 66.000 230.000 25,000	708.333 66,000 230,000 130,000 25,000	708,333 66,000 230,000 25,000 564,759	708.333 66.000 230,000 564,759	230.000
tination Arizona - Value Added x 90 vel & Leisure 3x90, 300x250, 300x600 oTarget: ROS onsored Newsletter: 728x90 or 300x250 t Deals- Dates: 10/19, 11/2, 1/9 ded Value Text Links bal Fusion 8x90, 160x600, 300x250 - Affluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mo Target: A-30+, Travel Enth p Advisor D x 250, 160 x600, - Unlimited Impressions 3x90, 300x250, 160x600	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759 2,348,855	230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 230,000 564,759 2,348,855	230,000
ination Arizona - Value Added x 90 ivel & Leisure 3x30, 300x250, 300x600 of arget: ROS on consored Newsletter: 728x90 or 300x250 t Deals- Dates: 10/19, 11/2, 1/9 ded Value Text Links bal Fusion. 8x90, 160x600, 300x250 - Affluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mo Target: A-30+, Travel Enth p Advisor. 0 x 250, 160 x600, - Unlimited Impressions 3x90,300x250,160x600 w Mexico Content- Primary Market IP	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary:			230,000 130,000 25,000 564,759 2,348,855	230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708.333 66.000 230,000 130.000 25,000 564.759 2.348.855	708,333 66,000 230,000 25,000 564,759 2,348,855	708.333 66.000 230,000 230,000 564.759 2.348.855	230.000
itination Arizona - Value Added x 90 ivel & Leisure ix30, 300x250, 300x600 Target: ROS insored Newsletter: 728x90 or 300x250 The Deals- Dates: 10/19, 11/2, 1/9 ded Value Text Links bal Fusion 8x30, 160x600, 300x250 - 4ffluent Baby Boomers & empty Nesters 8x30, 160x600, 300x250 mo Target: A-30+, Travel Enth p Advisor i) x 250, 160 x600, - Unlimited Impressions 8x90, 300x250, 160x600 w Mexico Content- Primary Market IP 8x90, 300x250, 160x600	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary: Long Haul - Minneapolis, New York City and Seattle			230,000 130,000 25,000 564,759 2,348,855	230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 230,000 564,759 2,348,855	230.000
vel & Leisure \(\frac{\text{N}}{\text{N}}\) 200 \(\text{N}\) 200 \(Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego			230,000 130,000 25,000 564,759 2,348,855 25,000 41,667	230,000 130,000 25,000 564,759 2,348,855	708.333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 130,000 25,000 564,759 2,348,855 25,000 41,667	708,333 66,000 230,000 25,000 564,759 2,348,855	708,333 66,000 230,000 230,000 564,759 2,348,855 25,000	230,000
sitination Arizona - Value Added ix 90 avel & Leisure bix30, 300x250, 300x600 or Target: ROS on onsored Newsletter: 728x90 or 300x250 t Deals- Dates: 10/19, 11/2, 1/9 dded Value Text Links bal Fusion. 8x90, 160x600, 300x250 - Kaffluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mo Target: A-30+, Travel Enth p Advisor 0 x 250, 160 x600, - Unlimited Impressions 8x90,300x250,160x600 - W Mexico Content- Primary Market IP 8x90,300x250,160x600 - W Mexico Content- Secondary Market IP 8x90,300x250,160x600 - W Mexico Content- Secondary Market IP 8x90,300x250,160x600	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles			230,000 130,000 25,000 564,759 2,348,855	230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855	708.333 66.000 230,000 130.000 25,000 564.759 2.348.855	708,333 66,000 230,000 25,000 564,759 2,348,855	708.333 66.000 230,000 230,000 564.759 2.348.855	230.000
itination Arizona - Value Added x 90 Invel & Leisure Sx90, 300x250, 300x600 oTarget: ROS oncored Newsletter: 728x90 or 300x250 t Deals- Dates: 10/19, 11/2, 1/9 ded Value Text Links bal Fusion. 8x90, 160x600, 300x250 x 4ffluent Baby Boomers & empty Nesters 8x90, 160x600, 300x250 mo Target: A-30+, Travel Enth p Advisor. D x 250, 160 x600, - Unlimited Impressions 3x90, 300x250, 160x600 w Mexico Content- Primary Market IP 3x90, 300x250, 160x600 w Mexico Content- Secondary Market IP 3x90, 300x250, 160x600 w Mexico Content- Secondary Market IP 3x90, 300x250, 160x600 v Mexico Content- Secondary Market IP 3x90, 300x250, 160x600 v Mexico Content- Secondary Market IP 3x90, 300x250, 160x600	Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego US, Canada, Mexico, Germany, UK, France and Japan Secondary: Long Haul - Minneapolis, New York City and Seattle Short Haul - Denver, San Francisco and San Diego Primary - Chicago, Los Angeles Secondary:			230,000 130,000 25,000 564,759 2,348,855 25,000 41,667	230,000 130,000 25,000 25,000 564,759 2,348,855 25,000 41,667	708.333 66.000 230.000 25.000 564.759 2.348.855 25.000 41.667	708,333 66,000 230,000 130,000 25,000 564,759 2,348,855	708,333 66,000 230,000 25,000 564,759 2,348,855 25,000 41,666 166,666	708,333 66,000 230,000 230,000 564,759 2,348,855 25,000 41,666 166,666	230,000
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